



Sears

Spring through Summer
1963

Dress described
on page 14

INDEX BEGINS ON PAGE 403

*Satisfaction Guaranteed
or your money back*

SEARS, ROEBUCK AND CO.
LOS ANGELES, CALIF. 90054

You Can't Do Better Than Sears



Here, and on the following six pages, Sears introduces a select group of dresses and accessories hand-picked by Sears Fashion Board to compose a top-to-toe look of unerring good taste...a look so important to spring and summer, 1968



Here, the right accessories add to the fresh new spirit of this important polka-dot dress

Dress with Jacket in rayon-and-silk with the look of linen. Skimmer dress has two front seam pockets; button-trimmed slots for the white tie-belt; long back zipper. Jacket is crisply outlined with white band and tabbed with mock pockets. Both are fully lined with acetate. Dry clean. Hat sold on page 7; the bracelet on page 8.

Misses' sizes 6, 8, 10, 12, 14, 16, 18. *State size.*

V31 P 7732F—Light pink with white (shown at left and on opposite page)

V31 P 7733F—Bright grass green with white
Shipping weight 2 pounds.....\$36.00

Shorty gloves, about 9 in. Double-woven stretch nylon. Side vent; half-pique seams. Machine wash, medium.

Sizes A(6—6½—7); or B(7½—8—8½). *State A or B.*

88 P 5515F—White 88 P 5518F—Bone beige
Shipping weight 3 ounces.....\$2.50

The shoes with patent vinyl uppers and gold-color metal buckle-trim. Composition sole, 1½ in. heel.

Sizes AA(narrow) width in 7 to 9

B(medium) width 5½ to 9 and 10

L54 P 46327F—White L54 P 44427F—Brown
L54 P 44827F—Bone beige L54 P 43327F—Black
State size, then width. Shpg. wt. 1 lb. 6 oz.....\$13.00

Chain-handle bag of straw-look viscose rayon. Convenient coin purse attached to rayon lining. Inside rear-wall zip pocket. About 10½x7½ in. From Hong Kong.

V88 P 1628—White V88 P 1626—Bone beige
V88 P 1627—Brown
Shipping weight 1 pound 8 ounces.....\$7.00





Here, the right accessories
add to the fresh new spirit of
these important evening dresses

1

2

3



1 The long gown in crepe of acetate and rayon. Square neckline, soft shirring, covered buttons accent tiny self-lined bodice; A-shaped skirt is rayon-lined. Back zip. Dry clean. Bracelets sold on pg. 8.
Misses' sizes 6, 8, 10, 12, 14, 16.
Please state correct size.
V31 P 8118F—Off-white
V31 P 8119F—Black
Shipping wt. 2 lbs. 6 oz. . . \$32.00

2 Late-day dress in crepe of acetate and rayon. Bodice has V-neckline in front, acetate lining; A-shaped skirt has front-seam pockets; rayon lining. The attached cummerbund with bow is of acetate satin. Back zipper. Dry clean.
Misses' sizes 6, 8, 10, 12, 14, 16.
Please state correct size.
V31 P 8116F—Black
V31 P 8117F—Off-white
Shipping wt. 1 lb. 15 oz. . . \$35.00

3 Late-day handbag of black rayon faille. Coin purse; rear-wall pocket; rayon satin lining. About 5½x5½x4½ inches.
Shipping weight 1 lb. 4 oz.
V88 P 1149 . . . \$9.00

4 Late-day shoes. Slinky and exciting . . . delicate cross-strap styling at vamp, softly squared toe and rayon peau de soie upper. 2-inch heel, composition sole; elastic strap insert at back.
Sizes B (medium) width 5½, 6, 6½, 7, 7½, 8, 8½ and 9.
Please state regular size.
1.54 P 43253F—Black
1.54 P 44553F—Off-white
Shipping weight 1 lb. 6 oz. . . \$13.00

5 Dome ring . . . dramatically large simulated baroque pearl set in feather-like gold-color metal mounting. Adjust., one size fits all.
4 P 5068—Gray simulated pearl
4 P 5067—White simulated pearl
Shipping weight 2 ounces . . \$5.00

6 Chandelier earrings . . . jet-color Austrian aurora crystal glass beads in brush-textured gold-color metal setting. Adjustable screw-back. About 2½ inches long.
4 P 5772—Shpg. wt. 2 oz. . . \$5.00
With clear Austrian aurora crystal glass beads and simulated pearls.
4 P 5773—Shpg. wt. 2 oz. . . \$5.00

7 Late-day stockings . . . point d'esprit pattern. Seamless stretch nylon in a non-run knit. Nude heel. Fit hosiery sizes 9 thru 11.
75 P 1875—Black
75 P 1877—Parchment white
Shipping weight pair 3 ounces.
Pair \$1.50 . . . 3 pairs \$4.20

"Charge It" if you wish
. . . see page 436



Sears Fashion Board
COLLECTION

Here, the right accessories
add to the fresh new spirit of
this important checked dress

Dress with jacket of woven checked cotton in brown, black and white. A great look: the jacket with double-breasted effect; the dress with front pleats, shiny black belt, long back zipper. Both fully acetate-lined. Dry clean.

Misses' sizes 6, 8, 10, 12, 14, 16, 18. State size. Shpg. wt. 2 lbs. 6 oz. V31 P 7734F.....\$37.50

Hat of synthetic straw with a wide snap brim, tuck-away ribbon chin-ties. Fits 21½ to 22½ inches.

N78 P 7301—White
N78 P 7300—Bone beige
N78 P 7302—Brown
N78 P 7303—Black

Shipping weight 1 lb. 6 oz..\$10.00

Handbag of smooth vinyl with contrasting-color front trim and handle. Inside zippered pocket. Rayon lining. Measures about 8¾x5½x3½ inches.

V88 P 2147—White with brown
V88 P 2148—White with black
Shipping weight 1 lb. 12 oz..\$8.00

Shoes with butter-soft calfskin uppers. High-rising tongue with contrasting onlay and bow. Composition sole, snappy 1½ in. heel.

Sizes AA (narrow) width 7 to 9.
B (medium) width 5½ to 9.
Half sizes, too. Please state your usual size, then width.

L54 P 46575F—White with brown
L54 P 46475F—White with black
L54 P 43275F—Black with black patent
Shipping weight 1 lb. 6 oz..\$13.00



Gloves sold
on page 3



Here, the right accessories
add to the fresh new spirit of
these important daytime dresses

1 Double-knit dress dramatized by contrast of color. Fortrel® polyester in ribbed ottoman texture. Gently shirred skirt; two side-seam pockets; long back zipper. Hand wash separately. Hat sold on page 7; brown shoes on page 3.

Misses' sizes 6, 8, 10, 12, 14, 16.
V31 P 7735F—Off-white with brown
V31 P 7736F—Light turquoise blue with brown

State size. Shipping weight 1 lb. 14 oz. \$30.00

2 Shift dress of woven checked cotton in light and deep brown on creamy white. Neat stand-up collar; button-tab trim in front; long back zipper. Acetate-lined. Dry clean.

Misses' sizes 6, 8, 10, 12, 14, 16, 18.
State size. Shipping weight 1 lb. 13 oz.
V31 P 7738F.....\$26.00

3 Coat-dress in rayon with the look of linen. The fabric is bonded to acetate tricot for shape-retention; the dress is lined with acetate. Double-breasted effect with gold-color metal buttons. Mock-pocket flaps; two front seam pockets. Snaps at neckline and waist. In back: button-trimmed belt, pleat. Dry clean. Bracelet sold below.

Misses' sizes 6, 8, 10, 12, 14, 16, 18.
V31 P 7740F—Bright yellow
V31 P 7741F—Aqua blue
V31 P 7742F—Brown
State size. Shipping weight 2 lbs. 12 oz. \$22.00

4 Textured stockings...wispy cobweb pattern. Seamless stretch nylon; nude heel; demitoe. Fit hose sizes 9 to 11. Machine wash, warm.

75 P 35142—Parchment white
75 P 35141—White
75 P 35143—Turquoise blue
75 P 35144—Neon pink
75 P 35145—Bright grass green
75 P 35147—Bright orange
75 P 35148—Bright yellow

Shipping weight pair 1 ounce.
Pair \$1.30.....2 pairs \$2.50

5 The Bracelet. Its excitement is in the contrast of strands of simulated pearls, strands of turquoise-color beads and gold-color metal chains (8 in all) held with a bold cluster clasp. About 8½ inches long.

4 P 5765—Shipping weight 4 ounces...\$6.00
Also available with strands of simulated pearls and gold-color metal chains only.
4 P 5768—Shipping weight 4 ounces...\$6.00







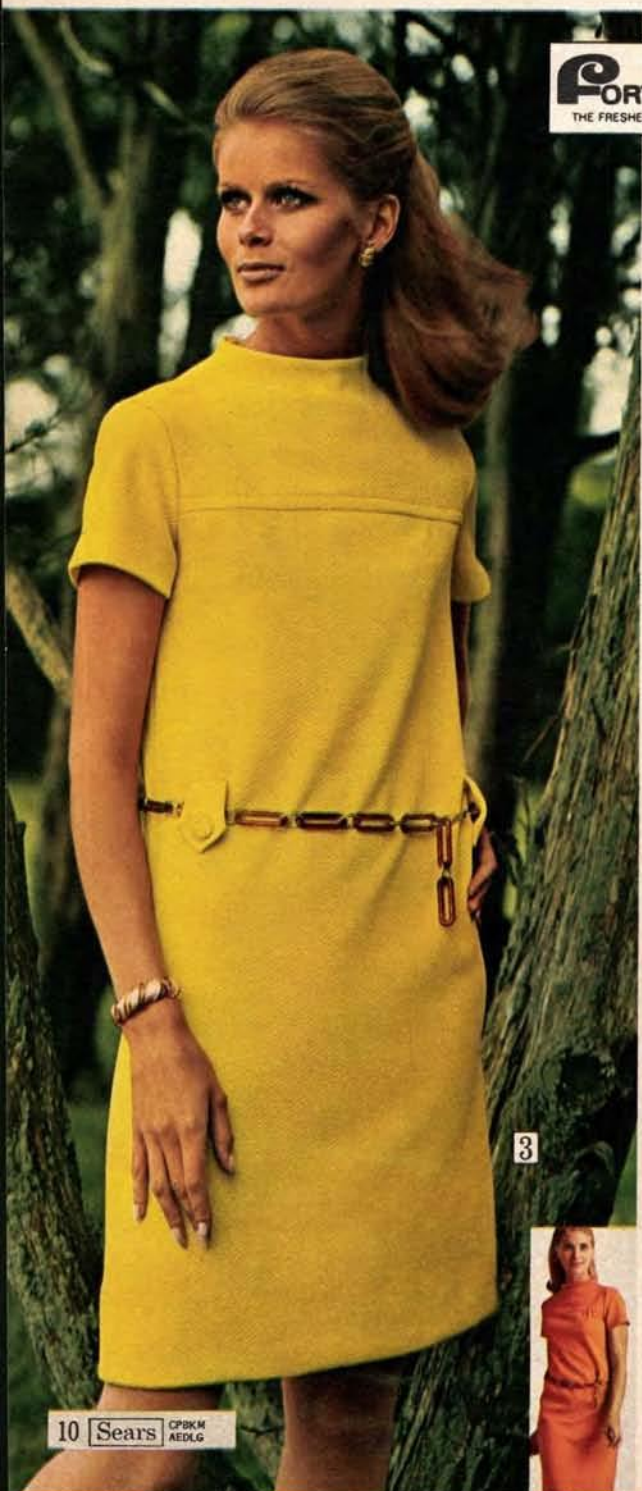
TEXTURED DOUBLE-KNITS

of Fortrel® polyester . . these

PERMA-PREST® DRESSES

are our finest wash-and-wear quality

BEST BECAUSE: They shun wrinkles, keep their shape. Extra-fine tailoring and detailing for superior fit, neat appearance. The nylon Zephyr® zippers are snagproof. Machine wash, warm; no ironing needed if tumble-dried. You can shorten or lengthen hemline.



3



1

2

1 Two-piece dress. Overblouse has a V-shaped yoke in front; back zipper closing. Skirt has elasticized waist.

MISSES' SIZES 10, 12, 14, 16, 18.

Please state correct size.

V31 P 7030F—Bright turquoise blue

V31 P 7031F—Lime green

Shipping weight 1 pound 8 oz... \$16.75

SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½. State size.

V31 P 7032F—Bright turquoise blue

V31 P 7033F—Lime green

Shipping weight 1 pound 8 oz... \$17.75

2 Skimmer with stand-up collar; diagonal-placed button trim (extra button included). Back zipper.

MISSES' SIZES 12, 14, 16, 18, 20.

Please state correct size.

V31 P 7026F—Medium pink

V31 P 7027F—Medium turquoise blue

Shipping weight 1 pound 10 oz... \$16.75

SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½. State size.

V31 P 7028F—Medium pink

V31 P 7029F—Medium turquoise blue

Shipping weight 1 pound 10 oz... \$17.75

3 Shift with funnel-shaped neckline; front yoke. The chain belt of plastic imitates tortoise shell, slips through button-tabbed loops (extra button included). Long back zipper closing.

MISSES' SIZES 10, 12, 14, 16, 18. Please state correct size.

V31 P 7020F—Medium yellow

V31 P 7021F—Orange

Shipping weight 1 pound 11 ounces... \$16.75

PETITE MISSES' SIZES 6P, 8P, 10P, 12P, 14P. Please state size.

V31 P 7024F—Medium yellow

V31 P 7025F—Orange

Shipping weight 1 pound 11 ounces... \$16.75

TALL MISSES' SIZES 10T, 12T, 14T, 16T, 18T. Please state size.

V31 P 7022F—Medium yellow

V31 P 7023F—Orange

Shipping weight 1 pound 11 ounces... \$17.75



1 Two-piece dress. Yoke top with back zipper has shoulder loops to hold acetate surah scarf. Skirt has elasticized waist. Dry clean.

MISSES' SIZES 12, 14, 16, 18, 20.

Please state correct size.

V31 P 6487F—Deep navy dress with pink-and-multicolor print scarf

V31 P 6488F—Bright turquoise blue dress with turquoise-and-multicolor print scarf
Shipping wt. 1 lb. 10 oz. \$11.95

SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½, 24½. State size.

V31 P 6489F—Deep navy dress with pink-and-multicolor print scarf

V31 P 6490F—Bright turquoise blue dress with turquoise-and-multicolor print scarf
Shipping wt. 1 lb. 10 oz. \$12.95

2 Skimmer dress in a ribbed texture. Bright buttons trim front yoke. Long back zipper closing. Dry clean. The handbag is sold on page 13.

MISSES' SIZES 10, 12, 14, 16, 18. Please state correct size.

V31 P 7069F—Deep navy blue

V31 P 7070F—Flame red
Shpg. wt. 1 lb. 7 oz. \$12.95

PETITE MISSES' SIZES 6P, 8P, 10P, 12P, 14P. State size.

V31 P 7071F—Deep navy blue
V31 P 7072F—Flame red
Shpg. wt. 1 lb. 7 oz. \$12.95

TEXTURED VINYL HANDBAG

4 Cotton print lining. Center zip pocket. About 10x7x4 inches.
88 P 2126—Navy blue 88 P 2127—Black
88 P 2125—Bone beige with medium tan trim
Shipping weight 1 pound 14 ounces. \$4.97

3 Three-piece dress. Deep navy blue jacket and skirt . . . elasticized waist on skirt. White blouse with striped trim zips at back of neck . . . matches collar, facing and trim on the jacket. Dry clean.

MISSES' SIZES 12, 14, 16, 18, 20.

Please state correct size.

V31 P 7058F—
Shipping weight 2 lbs. \$14.95

SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½, 24½.

V31 P 7059F—State size.
Shipping weight 2 lbs. \$15.95

DOUBLE-KNIT ACETATE

. . . this smooth, supple fabric has a luster like silk; keeps its shape; shuns wrinkles; feels comfortable in any climate and is ideal for traveling

ORDER YOUR USUAL SIZE . . . if in doubt see pages 420 and 421

BROWN AND



WHITE new fashion drama

SHOWN ON OPPOSITE PAGE

1 Shirt-look skimmer. Woven checks in rayon, cotton and acetate. Button-and-placket trim. Back zipper. Hand wash separately.

MISSES' SIZES 10, 12, 14, 16, 18, 20.
V31 P 5330F—Deep brown on white
V31 P 5331F—White on navy blue
State size. Shipping weight 1 lb. 5 oz. . . . \$9.95
PETITE MISSES' SIZES 6P, 8P, 10P, 12P, 14P.
V31 P 5332F—Deep brown on white
V31 P 5333F—White on navy blue
State size. Shipping weight 1 lb. 5 oz. . . . \$9.95

2 Shift with square neckline, front yoke, roomy pockets. Woven checks in rayon and acetate. Back zipper. Hand wash separately.

MISSES' SIZES 10, 12, 14, 16, 18.
V31 P 3554F—Medium brown on white
V31 P 3555F—Navy blue on white
State size. Shipping weight 15 ounces . . . \$7.95
PETITE MISSES' SIZES 6P, 8P, 10P, 12P, 14P.
V31 P 3556F—Medium brown on white
V31 P 3557F—Navy blue on white
State size. Shipping weight 15 ounces . . . \$7.95

3 Jacket-dress. Jacket and skirt-portion of dress in woven checks of cotton and Arnel® triacetate. Sleeveless bodice of dress in solid-color cotton broadcloth. Dress has unpressed pleats, back zipper. Machine wash, medium.

MISSES' SIZES 12, 14, 16, 18, 20.
V31 P 5324F—Medium brown and white
V31 P 5325F—Black and white
State size. Shipping wt. 1 lb. 1 oz. . . . \$11.95
SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½, 24½. Please state size.
V31 P 5326F—Medium brown and white
V31 P 5327F—Black and white
Shipping weight 1 pound 1 ounce . . . \$12.95

SHOWN ON THIS PAGE

4 Coat-skimmer in ottoman-ribbed fabric of cotton, acetate and rayon. Contrasting buttons and belt. Hand wash separately. The shoes shown are sold on page 41.

MISSES' SIZES 12, 14, 16, 18, 20.
V31 P 5334F—Deep brown with white
V31 P 5335F—Creamy white with black
State size. Shipping weight 1 pound . . . \$9.95
SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½. Please state correct size.
V31 P 5338F—Deep brown with white
V31 P 5339F—Creamy white with black
Shipping weight 1 pound . . . \$10.95

5 Dropped-waistline dress. Printed acetate jersey bonded to acetate tricot. Step-in style with front buttons, self belt. Inverted front and back pleats. Dry clean.

MISSES' SIZES 10, 12, 14, 16, 18.
V31 P 5328F—Deep brown on white
V31 P 5329F—Deep wedgwood blue on white
State size. Shipping weight 13 ounces . . . \$9.95

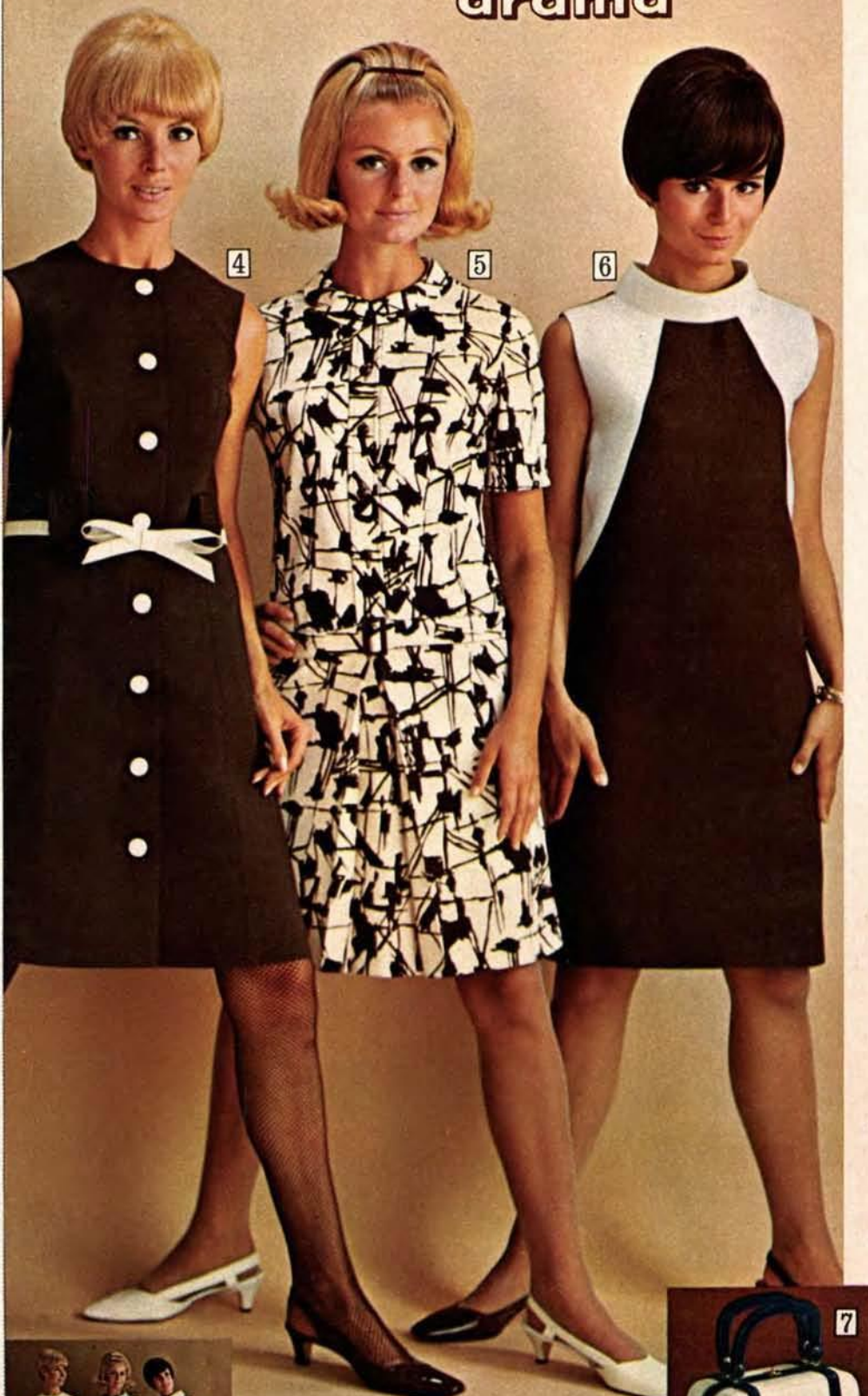
6 Halter-effect shift. White stand-up collar and front panels. Rayon with the look of linen. Back zipper. Hand wash separately.

MISSES' SIZES 10, 12, 14, 16, 18.
V31 P 3558F—Medium brown with white
V31 P 3559F—Bright navy blue with white
State size. Shipping weight 14 ounces . . . \$6.95
TALL MISSES' SIZES 10T, 12T, 14T, 16T, 18T.
V31 P 3560F—Medium brown with white
V31 P 3561F—Bright navy blue with white
State size. Shipping weight 14 ounces . . . \$7.50

ORDER YOUR USUAL SIZE
.. if in doubt, see pages 420 and 421

VANITY BOX BAG

7 Smooth vinyl, deftly tailored. Zip-pocket divider. Rayon-lined. About 9x6x4½ in.
88 P 2111—White with navy blue trim
88 P 2110—White with dark brown trim
88 P 2112—White with black trim
Shipping weight 2 pounds 2 ounces . . . \$7.97



**TEXTURE takes on new pow
in these crisp-looking fabrics**

1 Coat-dress of ribbed, two-ply cotton. Detailed with front seaming and mock-pocket flaps. Extra button included. Hand wash separately.
MISSES' SIZES 10, 12, 14, 16, 18. *State size.*
V31 P 7087F—Lime green
V31 P 7088F—Orange
Shipping weight 1 pound 12 ounces.....\$14.95

2 Step-in skimmer of rayon and acetate. Gold-color metal buttons spark front, trim the back belt; extra button included. Front and back yoke; slanted mock-pocket tabs. Hand wash separately.
MISSES' SIZES 10, 12, 14, 16, 18. *State size.*
V31 P 6464F—Red-orange
V31 P 6465F—Turquoise blue
Shipping weight 2 pounds 1 ounce.....\$11.95
TALL MISSES' SIZES 10T, 12T, 14T, 16T, 18T.
V31 P 6466F—Red-orange
V31 P 6467F—Turquoise blue
State size. Shipping weight 2 lbs. 1 oz.....\$12.95

3 Two-piece dress of rayon and silk. Tunic top has military-look buttons at back closing and on epaulets and pockets; extra button incl. Pleated skirt has hip-yoke of acetate taffeta; elasticized waistband. Hand wash separately.

MISSES' SIZES 10, 12, 14, 16, 18.
V31 P 7089F—Deep brown top with sand-beige skirt
V31 P 7090F—Bright navy blue top with white skirt
State size. Wt. 2 lbs. 4 oz. \$13.95

PETITE MISSES' SIZES 6P, 8P, 10P, 12P, 14P. *Please state size.*
V31 P 7091F—Deep brown top with sand-beige skirt
V31 P 7092F—Bright navy blue top with white skirt
Shipping weight 2 lbs. 4 oz. \$13.95



**THE DRESS SHOWN
ON OUR FRONT COVER**

Coat-style in Reltex gabardine of Avisco* rayon and acetate. Stitching accents its good lines. Gold-color metal buttons at side opening (extra button included). Low-set belt; one patch pocket. Dry clean.

MISSES' SIZES 8, 10, 12, 14, 16.
V31 P 7826F—Off-white
V31 P 7827F—Navy blue
State size. Shpg. wt. 1 lb. 13 oz....\$19.95

PETITE MISSES' SIZES 6P, 8P, 10P, 12P, 14P.
V31 P 7828F—Off-white
V31 P 7829F—Navy blue
State size. Shpg. wt. 1 lb. 13 oz....\$19.95

*Reg. T.M. FMC Corp.

ORDER YOUR USUAL SIZE
If in doubt see pages 420 and 421





Voile

sheer joy, because this fabric is a blend of Dacron* polyester and cotton that drips dry, needs little or no ironing

1 Modified tent dress. Printed in blue shades, bright pink and lime green. Front and back yoke; back zipper. Lined with acetate (except sleeves). Hand wash separately.

MISSSES' SIZES 10, 12, 14, 16, 18.

V31 P 6454F—Please state correct size.

Shipping weight 1 pound 3 ounces.....\$11.95

PETITE MISSSES' SIZES 6P, 8P, 10P, 12P, 14P.

V31 P 6455F—State size. Wt. 1 lb. 3 oz.... 11.95

"Charge It" . . see page 435

2 Shift of horizontal tucks, front and back. Long back zipper. Hand washable separately.

MISSSES' SIZES 10, 12, 14, 16, 18, 20. State size.

V31 P 7042F—Deep navy blue

V31 P 7043F—Deep brown

Shipping weight 1 pound 2 ounces.....\$15.75

SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½. Please be sure to state correct size.

V31 P 7044F—Deep navy blue

V31 P 7045F—Deep brown

Shipping weight 1 pound 2 ounces.....\$16.75

3 Step-in shirt-shift in floral flock-print. Cotton-lined (except sleeves). Hand wash alone.

MISSSES' SIZES 10, 12, 14, 16, 18, 20. State size.

V31 P 7038F—Med. yellow with white flowers

V31 P 7039F—Navy blue with white flowers

Shipping weight 1 pound 3 ounces.....\$13.95

SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½, 24½. Please state correct size.

V31 P 7040F—Med. yellow with white flowers

V31 P 7041F—Navy blue with white flowers

Shipping weight 1 pound 3 ounces.....\$14.95

For Party Goers and Givers

1 Floor-length empire dress. Cotton Venice-type lace bodice; rayon chiffon skirt. Acetate satin sash, back bow, streamers. Acetate taffeta lining. Back zipper. Dry clean. **MISSSES' SIZES 8, 10, 12, 14, 16, 18. Please state correct size.** V31 P 8070F—Light aqua blue with white
V31 P 8071F—Light yellow with white
Shpg. wt. 1 lb. 12 oz...\$25.00

2 Cage dress. Embroidered chantilly-type lace of cotton, rayon, nylon and acetate over a separate back-zippered "slip-dress" of acetate and rayon crepe. Dry clean.

MISSSES' SIZES 8, 10, 12, 14, 16, 18. Please state correct size. V31 P 8032F—Light yellow
V31 P 8033F—Black
Shpg. wt. 1 lb. 12 oz...\$20.95

SHORTER WOMEN'S SIZES 12½, 14½, 16½, 18½, 20½, 22½. Please state correct size. V31 P 8132F—Light yellow
V31 P 8133F—Black
Shpg. wt. 1 lb. 12 oz...\$21.95

3 Jacket-dress of rayon and acetate that looks like shantung. Rhinestone-buttoned jacket belted in back; lined, except sleeves, with acetate. Shift has back zipper. Extra button included. Dry clean.

MISSSES' SIZES 10, 12, 14, 16, 18. Please state correct size. V31 P 7802F—Lt. mint green
V31 P 7803F—Peach
Shpg. wt. 2 lbs. 6 oz...\$25.95

SHORTER WOMEN'S SIZES 12½, 14½, 16½, 18½, 20½, 22½. Please state correct size. V31 P 7928F—Lt. mint green
V31 P 7929F—Peach
Shpg. wt. 2 lbs. 6 oz...\$26.95



The JEWELRY

(4 and 5) Lustrous simulated pearls with rhinestones.

4 Bracelet . . . three rows of 8mm simulated pearls; cluster clasp. About 7 in. long. 4 P 5891—Shpg. wt. 3 oz. \$3.99

5 Earrings match the clasp of bracelet sold above. Adjustable tension-ease clip back. About 1-inch diameter. 4 P 5892—Shpg. wt. 3 oz. \$3.99



Crepe..

of acetate and rayon . . a classic that moves easily from daytime to evening, season to season

1 Jacket-dress. Fully lined jacket. Shift has contrasting all-around yoke; a draped neckline in front; back zipper. Dry clean.

MISSES' SIZES 12, 14, 16, 18, 20. V31 P 7073F—Deep navy blue with light lime green V31 P 7074F—Black with lt. pink *State size.* Wt. 1 lb. 8 oz. . . \$14.95

SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½. *State size.* V31 P 7075F—Deep navy blue with light lime green V31 P 7076F—Black with lt. pink Shipping weight 1 lb. 8 oz. \$15.95

2 Dropped-waist dress has a whirl of stay-in pleats; long back zipper. Takes to various accessories. Dry clean. Pin not included.

MISSES' SIZES 12, 14, 16, 18, 20. *Please state correct size.* V31 P 6483F—Bright navy blue V31 P 6484F—Black Shipping weight 1 lb. 5 oz. \$11.95

SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½, 24½. *Please state correct size.* V31 P 6485F—Bright navy blue V31 P 6486F—Black Shipping weight 1 lb. 5 oz. \$12.95



Lace..

of acetate and nylon . . its utterly feminine look is in keeping with this season's fashion viewpoint

3 Three-piece dress. Sleeveless blouse buttons down back; extra button included. Jacket has below-elbow sleeves. Skirt has elasticized waist. Fabric bonded to acetate tricot. Dry clean. No pin.

MISSES' SIZES 12, 14, 16, 18, 20. *Please state correct size.* V31 P 7054F—Rose beige V31 P 7055F—Light blue Shipping weight 1 lb. 7 oz. \$15.95

SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½, 24½. V31 P 7056F—Rose beige V31 P 7057F—Light blue *State size* Wt. 1 lb. 7 oz. . . \$16.95

4 Shift. Lined, except sleeves, with acetate tricot. Back zipper. Dry clean. Pin not included.

MISSES' SIZES 12, 14, 16, 18, 20. V31 P 7093F—Bone beige V31 P 7094F—Medium pink *State size.* Wt. 1 lb. 4 oz. . . \$13.95

SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½. *State size.* V31 P 7095F—Bone beige V31 P 7096F—Medium pink Shipping weight 1 lb. 4 oz. \$14.95

TALL MISSES' SIZES 12T, 14T, 16T, 18T, 20T. *State size.* Wt. 1 lb. 4 oz. V31 P 7097F—Bone beige. \$14.95 V31 P 7098F—Med. pink. 14.95

ORDER USUAL SIZE . . if in doubt see pages 420, 421

CPBKM
AEDLG

Sears 17



PLAID

even more
important
in our new
Country Colors



1 Her Cardigan is knit of Wintuk yarn of premium Orlon® acrylic that feels like wool. Saddle shoulders for their look of fashion and superb fit... matching grosgrain ribbon to back the buttons. Machine wash, medium. Sizes S(2-3); M(4-5); L(6-6x). Please state size S, M or L.

29 W3540F—Tally Ho Red
29 W3541F—Acorn brown
29 W3542F—Admiralty navy
29 W3543F—Frost beige
Shipping weight 7 ounces.....Each \$4.69

2 Her Skirt is a hand washable flannel of wool and nylon with all around box pleats, elasticized back-waist. Country Colors plaid. Please state size 3, 4, 5, 6, 6x.
29 W4411F—Shipping weight 7 oz.....\$3.99

3 Their stretch Knee Socks are Orlon® acrylic and nylon. Machine wash, medium. Sizes M(5½-6½); L(7-8½). State size M or L.
29 W1817F—Acorn brown
29 W1818F—Frost beige
29 W1816F—Tally Ho Red
29 W1832F—Admiralty navy
Shpg. wt. pr. 2 oz. ... 3 prs. \$2.28; Pr. 79c

4 His two-piece Suit is flannel of wool and nylon. Acetate lined jacket has set-in sleeves, shoulder pads, interlined front facings. The pants—covered elastic back-waist, button front, zip fly, back pocket. Dry clean. Country Colors plaid with acorn brown pants. Turtle-neck pullover not included, see page 20.

Suit with short pants. State size 2, 3, 4, 5, 6, 6x.
29 W9484F—Wt. 1 lb. 4 oz.... Suit \$11.99
Suit with long pants. State size 2, 3, 4, 5, 6, 6x.
29 W9483F—Wt. 1 lb. 6 oz..... Suit \$13.99

5 Her Beret is a blend of wool and nylon. Country Colors plaid. One size fits 3 to 6x.
29 W7915—Shipping weight 13 oz....\$2.99

6 Her A-line Jumper is a hand washable flannel of wool and nylon with a back zipper. Country Colors plaid. State size 3, 4, 5, 6, 6x.
29 W4410F—Shipping weight 9 oz....\$5.99

7 Her ★PERMA-PREST® Classic Blouse needs no ironing when machine washed, medium, tumble dried. Fortrel® polyester and cotton broadcloth. Button front. Frost beige. State size 3, 4, 5, 6, 6x.
29 W4354F—Shipping weight 4 oz....\$2.99



Sears Winnie-the-Pooh Collection

... UNMISTAKABLY FINE QUALITY

Fisherman Knits

... great news for boys and girls

1 His mock-turtleneck Pullover Sweater is knit of fine quality Wintuk yarn of Orlon* acrylic that feels like luxurious wool, keeps its shape. Rib knit bottom and cuffs. Machine wash, medium. Frost beige.

Sizes S(2-3); M(4-5); L(6-6x). Please state correct size S, M or L.

29 W 3815F—Shipping weight 8 ounces..... \$4.87

2 His ★PERMA-PREST® Slacks need no ironing—just machine wash medium temperature then tumble dry—they're ready to wear. Popular hopsacking weave of Fortrel** polyester and cotton. Cuffless, they're styled with an elastic back-waist that holds shirttails in, a self-locking zip fly, two front pockets and belt loops. Glen check in Country Colors of navy, beige and brown.

Please state correct size 3, 4, 5, 6, 6x.

29 W 6907F—Shipping weight 7 ounces..... \$3.99

3 Her turtleneck knit Dress is the finest quality Orlon* acrylic with a ribbed turtleneck, cuffs and hem. Boxed. Machine wash, medium. Frost beige.

Please state correct size 2, 3, 4, 5, 6, 6x.

29 W 5551F—Shipping weight 12 ounces..... \$7.99

4 Her crochet-look Tights are a seamless knit of stretch nylon with flat knit heels and toes. Rib knit panty has a one-piece reinforced crotch and a center front and back panel. Elastic waist. Machine wash, medium. Frost beige. Sizes S(2-3); M(4-5); L(6-6x). State size S, M, L. Shpg. wt. ea. 3 oz.

29 W 2881F..... 2 for \$5.10; Each \$2.59

5 Her turtleneck Pullover Sweater is knit of fine Wintuk yarn of Orlon* acrylic with a ribbed waist, turtleneck, cuffs. Machine wash, medium. Frost beige. Plaid skirt and beret sold on facing page. Sizes S(2-3); M(4-5); L(6-6x). State size S, M, L.

29 W 3504F—Shipping weight 7 ounces..... \$4.49

6 Her Shoe in one of the newest looks afoot for '68. Flashing patent vinyl upper features a high-rising vamp, gently squared toe and "hardware" trim . . . skips along on a squared-back heel. Soft grained full leather lining, non-slip heel lining. Composition sole. Sizes C (medium) width 10 to 5. Half sizes too. Please state size, then C width.

15 W 12471F—Tally Ho red

15 W 12401F—Acorn brown

15 W 12528F—Admiralty navy

15 W 12099F—Black

Shipping weight 1 pound 4 ounces..... \$7.80

*Reg. T.M. DuPont

**Reg. T.M. Fiber Industries, Inc.



- 1 ★PERMA-PREST® Shirt with soil release**—stains wash out easier, needs no ironing when machine washed, medium, tumble dried. Kodel® polyester and cotton yarn-dyed gingham. Ivy styling: banded collar, placket front, center back pleat, tapered with tails. Country colors plaid. *State size 3, 4, 5, 6, 6x.*
29 W 6265F—Shipping weight 4 ounces.....\$3.59
- 2 Knit Turtleneck Sweaters.** Shoulder stripes add sporty new look to double knit virgin Orlon® acrylic. Saddle shoulders for the latest style, comfortable fit. Frost beige trim. Machine wash, medium. Sizes S(2-3); M(4-5); L(6-6x). *State size S, M, L.*
29 W 3800F—Admiralty navy 29 W 3801F—Acorn brown
Shipping weight 6 ounces.....Each \$4.99
- 3 ★PERMA-PREST® Slacks**—wide-wale corduroy that needs no ironing when machine washed, medium, tumble dried. Fortrel® polyester and cotton with elastic back-waist that holds shirts in, expands for good fit; self-locking zipper, scoop pockets. Order belt separately on facing page. *State size 3, 4, 5, 6, 6x.*
29 W 6820F—Admiralty navy 29 W 6821F—Acorn brown
29 W 6822F—Frost beige
Shipping weight 10 ounces.....Each \$3.99
- 4 ★PERMA-PREST® stretch knit turtleneck Shirts**—need no ironing when machine washed, medium, tumble dried. Fit-retaining stretch nylon with Winnie-the-Pooh embroidery. Sizes S(2-3); M(4-5); L(6-6x). *State size S, M or L.*
29 W 4765F—Admiralty navy 29 W 6182F—Tally Ho Red
29 W 6181F—Frost beige 29 W 6184F—Acorn brown
Shipping weight each 3 ounces.....2 for \$5.50; Each \$2.79
- 5 Zip-lined all-season Coat.** Wide-wale cotton corduroy—great for dress or casual wear. The zip-out lining is Orlon® acrylic pile on cotton back... has its own quilted sleeves of acrylic and unknown fibers (textile by-products)... with stay buttons to hold them in place. Two flap pockets and raglan sleeves. Machine washable, warm. *State size 2, 3, 4, 5, 6, 6x.*
29 W 8878F—Admiralty navy 29 W 8880F—Acorn brown
Shipping weight 1 pound 8 ounces.....Each \$12.99
- 6 Matching Touring Cap.** Earflaps. One size fits 2 to 6x.
29 W 8020—Admiralty navy 29 W 8021—Acorn brown
Shipping weight 6 ounces.....Each \$2.79

Inter-mix-ables



Sears Winnie-the-Pooh Collection

... UNMISTAKABLY FINE QUALITY



in new Country Colors



7 Belt. Harness leather. Saddle stitched borders. Winnie-the-Pooh engraved on brushed chrome buckle. Saddle tan. Sizes S(19-21½); L(22-24 in.). *State size S or L.* 29 W 7850F—Shipping wt. 5 oz. \$1.99

8 Stretch knit Gloves. For boys and girls. Acrylic and nylon. Machine wash, warm. One size fits 2 to 6x. 29 W 2678—Acorn brown
29 W 2679—Tally Ho red
29 W 2682—Admiralty navy
Shipping weight 1 ounce. Pair \$1.89

9 Crew Socks in packages of 4 pairs. Orlon® acrylic and stretch nylon with elasticized tops. Machine wash, medium. Sizes M(5½-6½); L(7-8½); *State one size to pkg.* M or L. Hosiery chart, page 64. 29 W 1847F—Package of 4 pairs. One pair each Tally Ho red, Frost beige, Acorn brown, Admiralty navy
29 W 1845F—Package 4 pairs white
Shipping weight 4 ounces. Pkg. \$2.00

10 "Pooh-for-President" knit Sweatshirt. Extra fine quality Orlon® acrylic, fleeced inside. Rib knit mock turtleneck, cuffs, bottom. "Pooh for President" screen printed. Machine washable, medium, it won't shrink out of fit, needs little or no ironing. Frost beige with Country Colors trim. Sizes S(2-3); M(4-5); L(6-6x). *State size S, M, L.*

29 W 6000F—Shipping weight 7 ounces. \$3.59

11 No-iron Perma-nee Slim Jeans with soil release. Popular ★PERMA-PREST® canvas. Stains wash out easier, and they need no ironing when machine washed, medium, tumble dried. The hidden double knees wear much longer than jeans we sell without this reinforcement. Heavyweight blend of polyester and cotton, designed for the slimmer child with narrower waist and snug fitting seat. Just-right details include: fashion back with two pockets set in the yoke, pretend leather Winnie-the-Pooh hip patch, Memory-lock® zipper, band waist, belt loops, two front pockets. Order belt separately (7) at left. Girls love these jeans, too. *Please state size 3, 4, 5, 6, 6x.*

29 W 7771F—Admiralty navy
29 W 7772F—Acorn brown
29 W 7773F—Frost beige
Shipping weight 10 ounces. Each \$3.99

(12 and 13) ★PERMA-PREST® turtleneck knit
Shirts need no ironing when machine washed, medium, tumble dried. Fit-retaining Acrilan® acrylic with rib knit neck and cuffs on long sleeves. Stripes are Country Colors of red, beige, brown, navy. Each shirt can be worn with every Winnie-the-Pooh jean and slack. Sizes S(2-3); M(4-5); L(6-6x).

Please state size S, M or L.
12 29 W 6186F—Variable stripes
13 29 W 6185F—Blazer stripes
Shipping weight 3 ounces. Each \$2.99

14 Pile-lined Pea Coat in a melton cloth blended of reprocessed wool and unknown reclaimed fibers. Coat and zip-off hood are lined with Acrilan acrylic pile on cotton back. Sleeves interlined with reprocessed wool and unknown reclaimed fibers. Flap pockets, two hand-warmer pockets, vent back. Coat buttons so that it can be worn by boys and girls. Navy with Tally Ho red lining. Dry clean.

Please state size 3, 4, 5, 6, 6x.
29 W 8849F—Shipping weight 2 lbs. 1 oz. \$14.99

*Reg. DuPont T.M.
**Reg. Monsanto T.M.

Sears Winnie-the-Pooh Collection

.. UNMISTAKABLY FINE QUALITY



1



2



3



5



4

for boys Dress-ups in our new Country Colors

1 ★PERMA-PREST® Shirts need no ironing when machine washed, medium, tumble dried. Oxford cloth of Fortrel® polyester and combed cotton with a shape-retaining button-down collar, one chest pocket. White.

State size 2, 3, 4, 5, 6, 6x.

Shirt with short hemmed sleeves.

29 W 6309F—Shpg. wt. 4 oz..... \$2.49

Shirt with long sleeves, interlined cuffs.

29 W 6306F—Shpg. wt. 5 oz..... \$2.79

2 Cardigan. Knit of Wintuk of Orlon® acrylic that feels like soft wool, holds its shape. Saddle shoulders add popular styling, good fit. Machine wash, medium.

Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L.

29 W 3848F—Tally Ho red

29 W 3849F—Frost beige

29 W 3850F—Acorn brown

29 W 3851F—Admiralty navy

Shipping weight 6 oz..... Each \$4.69

3 Double-breasted Blazer. Flannel of wool and nylon. Expert details: the shape-retaining interfacings, set-in sleeves, shoulder pads, full acetate lining. Two flap pockets, a chest pocket for pocket square (order below.) Dry clean.

State size 3, 4, 5, 6, 6x.

29 W 9461F—Admiralty navy

29 W 9462F—Tally Ho red

29 W 9463F—Acorn brown

Shipping weight 1 lb. 8 oz.. Each \$11.99

4 ★PERMA-PREST® Slacks need no ironing when machine washed, medium, tumble dried. Hopsack weave of Fortrel® polyester and combed cotton. Cuffless with extended front waist, elastic back-waist that holds shirt in self-locking zip fly, slant front pockets.

State size 2, 3, 4, 5, 6, 6x.

29 W 6902F—Gray

29 W 6906F—Admiralty navy

29 W 6918F—Acorn brown

Shipping weight 10 oz..... Each \$3.99

5 Tie and Pocket Square Set. Acetate, striped to coordinate with blazers (3). Ready-tied tie. Fits size 2 to 6x.

29 W 9438—Wt. 4 oz..... Set \$1.99

*Reg. T.M. Fiber Industries, Inc.
**Reg. T.M. DuPont



3

4

Dress below also shown on front cover



for girls
Dress-ups
in our new
Country
Colors

6 Coat. Our most luxurious because it's all wool in the popular chinchilla weave. To wrap her in warmth, there's an interlining of reprocessed wool and other fibers, a pretty rayon lining.

To wrap her in fashion, pretend flaps on the smart patch pockets, a stylishly dropped waist. Dry clean. Tally Ho red.

State size 3, 4, 5, 6, 6x.

Shipping weight 2 pounds 2 ounces.

29 W 8730F.....\$24.99

7 Roller Hat. Cotton velveteen. Lined; earflaps; adjustable chin tie.

Sizes M(20 1/4 inches); L(21 1/2 inches).

Please state size M or L.

29 W 7962F—Tally Ho red

29 W 7963F—Acorn brown

29 W 7964F—Admiralty navy

Shipping weight 13 ounces.... Each \$3.99

8 Crochet-look Tights. Seamless knit of stretch nylon. Flat knit heels, toes. Rib knit panty with one-piece reinforced crotch, front and back panel. Elastic waist. Machine wash, medium. Acorn brown. Sizes S(2-3); M(4-5); L(6-6x). Please state size S, M, or L.

Shipping weight each 3 ounces.

29 W 2867F..... 2 for \$5.10; Each \$2.59

Gloves sold on page 21.

*Reg. T.M. Fiber Industries
**Reg. T.M. DuPont

9 Boots. Stretch vinyl patent upper. Slip-resistant Searofoam sole, heel. Acorn brown. Sizes D (medium wide) 10, 11, 12, 13, 1, 2, 3, 4. Please state size, then D width.

15 W 13969F—Shpg. wt. 1 lb. 8 oz....\$6.88

10 ★PERMA-PREST® Dress with soil release—stains wash out easier, needs no ironing when machine washed, medium, tumble dried. Fortrel® polyester and cotton woven plaid. A-line, full-length sleeves, three-inch hem, back zipper. Acorn brown plaid. Boxed. State size 2, 3, 4, 5, 6, 6x.

29 W 5550F—Shipping weight 9 oz....\$6.99

Hairbow shown on front cover. Satin. Clip back attaches to any hair style. Pre-tied. 3-inch ribbon, 8-inch bow. Red.

29 W 7967—Shipping weight 2 oz....\$1.00

11 Knit Sweater Dress is Orlon** acrylic with turtleneck and 3/4 sleeves, self belt. Pretty contrast: Acorn brown dress trimmed with frost beige. Machine wash, medium. Boxed. State size 2, 3, 4, 5, 6, 6x.

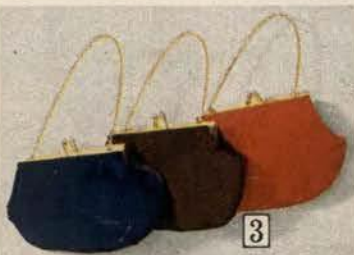
29 W 5553F—Shipping wt. 12 oz....\$7.99

12 Bonded knit Dress. Orlon** acrylic bonded to acetate to keep its shape. Nice details: 3/4 sleeves, three-inch hem, back zipper. Hand wash. Tally Ho red. Boxed. State size 2, 3, 4, 5, 6, 6x.

29 W 5552F—Shipping wt. 12 oz....\$6.99



2



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6

the many looks of **Jumpers**
all in our new
Country Colors

5



6

7

1 Stretch Tops. Run-resistant stretch nylon, textured knit. Rib knit turtleneck and cuffs. Machine wash, warm.
Sizes S(2-3); M(4-5); L(6-6x).
Please state size S, M or L.
29 W 28031F—Admiralty navy
29 W 2800F—Acorn brown
29 W 28011F—Tally Ho red
29 W 2828F—Frost beige
Shpg. wt. 3 oz.....Each \$2.99

2 Sears Best Stretch Tights. Knit of runproof stretch nylon with double knit seat and knees. Full-fashioned plus the extra elasticity of a pinpoint stitch. Resist pilling. Machine washable, warm temperature.
Sizes S(2-3); M(4-5); L(6-6x).
Please state size S, M or L.
29 W 2842F—Admiralty navy
29 W 2838F—Acorn brown
29 W 2834F—Tally Ho red
29 W 2837F—Frost beige
Shpg. wt. 3 oz.....Each \$2.29

3 Chain Purse. Wide-wale cotton corduroy cut on the diagonal. Lined.
29 W 7924—Admiralty navy
29 W 7923—Acorn brown
29 W 7922—Tally Ho red
Shpg. wt. 8 oz.....Each \$1.29

4 Stretch knee Socks. Orlon® acrylic and stretch nylon; elasticized tops. Machine wash, medium. Sizes M(5½-6½); L(7-8½). State size M or L.
29 W 1816F—Tally Ho red
29 W 1818F—Frost beige
29 W 1817F—Acorn brown
29 W 1832F—Admiralty navy
Shpg. wt. pr. 2 oz.....3 prs. \$2.28; Pr. 79c

5 ★PERMA-PREST® Classic Blouse needs no ironing when machine washed, medium, tumble dried. Fortrel® polyester and cotton broadcloth. Button front. Frost beige. State size 3, 4, 5, 6, 6x.
29 W 4354F—Shipping weight 4 oz... Each \$2.99

6 Bonded knit Jumper. So very shapely because it's Orlon® acrylic bonded to acetate. So very smart with its military look and popular A-line. The nicely detailed yoke is lined. Back zipper. Hand wash. Please state correct size 3, 4, 5, 6, 6x.
29 W 4468F—Tally Ho red
29 W 4469F—Admiralty navy
29 W 4470F—Acorn brown
Shipping weight 10 ounces Each \$5.99

7 Wide-wale corduroy Jumper. All cotton, velvety soft and color rich. The tri-color panels are not only fashionable—they mean she can wear the jumper with brown, navy, red and white, as well as the frost beige with which it is shown. (Order stretch top and tights (1) and (2) above.) A-line, back zipper, nicely lined top. Machine washable, medium: Country Colors of red, brown, navy. Please state size 3, 4, 5, 6, 6x.
29 W 4439F—Shipping weight 10 oz. Each \$4.99

24 **Sears** PCRM
AEDLG

*Reg. T. M. DuPont
**Reg. T. M. Fiber Industries, Inc.

★ Wear Sears **PERMA-PREST®** for great no-iron, wrinkle-resistant performance...that's what **NEATNIKS** wear (see pages 2 thru 17)

Sears Winnie-the-Pooh Collection

... UNMISTAKABLY FINE QUALITY



Orlon* Knits in our new Country Colors

1 Striped Turtleneck Top. Knit of soft, warm Orlon* acrylic with long sleeves and a rib knit turtleneck. Machine wash, medium. Sizes S(2-3); M(4-5); L(6-6x). Please state size S, M, L.
29 W 3975F—Tally Ho red, black and white stripes
29 W 3976F—Acorn brown, red and white stripes
29 W 3977F—Admiralty navy, red and white stripes
Shipping weight 4 ounces..... Each \$2.99

2 Two-way Stretch Pants. Knit of Orlon* acrylic with 5% Lycra spandex for stretch. Nice and warm because they're softly napped inside. Team them with coordinated striped tops to make play outfits little girls love. Fine styling details include the tunneled elastic waist, the neat appearance of the stitched-down front creases, the self stirrups. Machine washable, medium.
Please state correct size 2, 3, 4, 5, 6, 6x.

29 W 3973F—Tally Ho red 29 W 3974F—Acorn brown
29 W 3957F—Admiralty navy
Shipping weight 6 ounces..... Each \$3.99

3 Sweaters with the latest cable stitch and rib knit pattern. Knit of virgin Orlon* acrylic. Pullovers with the turtleneck that's so much in demand. Machine washable, medium.
Sizes S(2-3); M(4-5); L(6-6x). Please state size S, M, or L.
29 W 3550F—Tally Ho red 29 W 3551F—Admiralty navy
29 W 3552F—Acorn brown
Shipping weight 7 ounces..... Each \$3.99

4 Pleated Skirt. Knit of Orlon* acrylic with swingy all around knife pleats that last because they're knit in. All around elastic waist fits comfortably. Machine washable, medium.
Please state correct size 3, 4, 5, 6, 6x.
29 W 4422F—Tally Ho red 29 W 4423F—Admiralty navy
29 W 4424F—Acorn brown
Shipping weight 8 ounces..... Each \$3.99

5 Scarf Hat. Knit of Orlon* acrylic, this smart little helmet has its own attached scarf that she can wear tucked in or over her shoulder. Machine washable, warm. One size fits 3 to 6x.
29 W 2531—Tally Ho red 29 W 2530—Admiralty navy
29 W 2532—Acorn brown
Shipping weight 3 ounces..... Each \$2.99

SPUN-SUGAR PASTELS



(1 and 2) Lovely sweaters in your favorite styles. Knit of Orlon® acrylic, they're especially soft and so easy to care for... just machine wash medium.

1 Pullover. Sizes S(2-3); M(4-5); L(6-6x).
Please state size S, M or L.
29 W 3514F—Blue 29 W 3513F—White
29 W 3515F—Pink
Shipping weight 6 ounces..... Each \$2.99

2 Cardigan. Sizes S(2-3); M(4-5); L(6-6x).
Please state size S, M or L.
29 W 3503F—Pink 29 W 3501F—White
29 W 3502F—Blue
Shipping weight 6 ounces..... Each \$3.99

3 Stretch Knee Socks are knit of Orlon® acrylic and stretch nylon with elasticized tops for good fit. Machine washable, medium.
Sizes M(5½-6¼); L(7-8¼). State M or L.
29 W 1823F—Pink 29 W 1812F—White
29 W 1824F—Light blue
Shipping wt. pr. 2 oz..... 3 prs. \$2.28; Pair 79c

4 The Flannel Skirts are machine washable, warm temperature, because they're a blend of Acrilan® acrylic and wool. All around pleats swing from an elastic waist. State size 2, 3, 4, 5, 6, 6x.
29 W 4308F—Blue 29 W 4307F—Pink
29 W 4306F—Pink and blue plaid
Shipping weight 5 ounces..... Each \$2.99

5 The Flannel Jumpers are as practical as they are pretty—they're machine washable, medium temperature. Blended of Acrilan acrylic and wool, fashioned in the popular pullover with all around pleats. Please state size 2, 3, 4, 5, 6, 6x.
29 W 4457F—Pink and blue plaid
29 W 4454F—Pink 29 W 4455F—Blue
Shipping weight 6 ounces..... Each \$3.99

MEASURE TO BE SURE
Order only sizes listed with each catalog number.
Size (not age)..... 2 3 4
Height (in.)..... 32½-35 35½-38 38½-41
Size (not age)..... 5 6 6x
Height (in.)..... 41½-44 44½-47 47½-49
Measure height of child in stocking feet

6 The Stretch Tops. Knit of the finest quality stretch nylon that resists pilling, keeps its shape. Rib knit cuff on long sleeves. Machine washable, warm temperature.

Sizes S(2-3); M(4-5); L(6-6x). Please state size S, M or L when ordering.
29 W 28261F—Light blue 29 W 28041F—White
29 W 28271F—Pink
Shipping weight 3 ounces..... Each \$2.99

7 The full-fashioned Stretch Tights are Sears Best because the seat and knees are double knit—a feature you'll find only at Sears. Run in them, jump in them, they'll keep their shape. Finest quality run-proof stretch nylon resists pilling and they're knit with pin-point stitch for greater elasticity. Comfortable elastic waist. Machine washable, warm.

Sizes S(2-3); M(4-5); L(6-6x). Please state size S, M or L.
29 W 2829F—Light blue 29 W 2839F—White
29 W 2844F—Pink
Shipping weight 2 ounces..... Each \$2.29

* Reg. Du Pont T.M.
** Reg. Monsanto T.M.



No-iron
PERMA-PREST
Coordinates

1 Roll-sleeve Blouse. Sturdy broadcloth of 50% polyester, 50% Avril® rayon. Buttons in front. Needs no ironing when machine washed, medium, then tumble dried.

State size 3, 4, 5, 6, 6x.
29W4361F-Yellow 29W4359F-White 29W4360F-Blue
Shipping weight 4 ounces.....Each \$2.54

2 Blouslip. Pretty companion for jumpers and skirts. Broadcloth of Fortrel® polyester and Avril rayon. Buttons in front, and elasticized 3/4 sleeves. No ironing when machine washed, medium, then tumble dried. White.

State size 3, 4, 5, 6, 6x.
29W4459F—Shipping weight 6 ounces.....\$2.99

3 Long-sleeve Blouse. Broadcloth of 50% polyester, 50% Avril rayon is extra strong. Button cuffs on long sleeves, button front. No ironing when machine washed, medium, tumble dried. State size 3, 4, 5, 6, 6x.

29W4357F-Blue 29W4356F-White 29W4358F-Yellow
Shipping weight 5 ounces.....Each \$2.99

4 Solid-color poplin Jumpers. Dacron® polyester and cotton. A-line style with side pleats. 5-button back opening. No ironing needed when machine washed, medium, then tumble dried. State size 3, 4, 5, 6, 6x.

29W4461F—Navy 29W4460F—Red
Shipping weight 5 ounces.....Each \$3.99

5 3/4-sleeve Blouse. Dotted broadcloth of 50% Kodel® polyester, 50% Avril rayon. Small pointed collar. Needs no ironing when machine washed, medium, then tumble dried. State size 3, 4, 5, 6, 6x.

29W4362F-Blue on white 29W4363F-Red on white
Shipping weight 4 ounces.....Each \$2.54

6 Solid-color poplin Skirt. 65% Dacron® polyester, 35% cotton. Belt held by 2 loops in front, 1 in back. 2 inverted pleats in front. No ironing needed when machine washed, medium, tumble dried.

State size 3, 4, 5, 6, 6x.
29W4364F—Navy 29W4365F—Red
Shipping weight 5 ounces.....Each \$2.99

7 Plaid belted Skirt in 50% Fortrel polyester, 50% cotton. Elasticized back-waist. Two loops in front, one in back for belt. No ironing needed when machine washed, med., tumble dried. Blue plaid.

State size 3, 4, 5, 6, 6x.
29W4366F—Shipping weight 5 oz....\$2.99

8 Woven plaid poplin Jumper of polyester and cotton. A-line style with button back. Two inverted pleats in front, one in back. Button decor on front band. No ironing needed when machine washed, medium, then tumble dried. Blue plaid. Coordinating blouses sold separately on this page.

State size 3, 4, 5, 6, 6x.
29W4458F—Shipping weight 6 oz....\$3.99

Coordinated stretch knee socks shown
above sold on facing page

*Reg. Fiber Industries, Inc. T.M. **Reg. DuPont T.M.

★ Wear Sears PERMA-PREST® for great no-iron, wrinkle-resistant performance.. that's what NEATNIKS wear (see pages 2 thru 17)

Bulky Knit Cable Stitch plus Smart Pleats

Great fashion look for little girls



1 Cable-knit Cardigan Sweaters. Bulky knit Orlon® acrylic that is machine washable, medium. Color-cued to skirts. Sizes S(2-3); M(4-5); L(6-6x). Please state size S, M, or L.
29 W 3519F—Pumpkin 29 W 3517F—Red
29 W 3516F—White 29 W 3518F—Navy
Shipping weight 9 ounces. . . . Each \$3.99

2 A-line Skirts. Hand washable flannel of wool and nylon. The two inverted front pleats are stitched down. Elastic back waist holds shirttails in.
Please state size 3, 4, 5, 6, 6x.
29 W 4341F—Gray 29 W 43391F—Navy
29 W 4342F—Red 29 W 4333F—Pumpkin
29 W 4340F—Brown
Shipping weight 5 ounces. . . . Each \$2.99

3 Pleated Skirts. Flannel that's hand washable. Wool and nylon blend. All around box pleats, elastic waistband.
Please state size 3, 4, 5, 6, 6x.
29 W 4312F—Pumpkin navy plaid
29 W 4314F—Red and navy plaid
Shipping weight 5 ounces. . . . Each \$2.99

(4 thru 6) Knee Socks in packages of 3 pairs. Bulky knit cotton with 3% Lycra® spandex for stretch and elasticity. Machine washable, medium temperature.
Sizes M(5½-6½); L(7-8½). See Socks Measuring Chart on page 64.
State one size to a package M or L.

4 Package of 1 pair navy, 1 pair red, 1 pair bright blue.
Shipping weight 5 ounces.
29 W 1865F. . . . Package \$1.65

5 Package of 3 pairs white.
Shipping weight 5 ounces.
29 W 1866F. . . . Package \$1.65

6 Package of 1 pair brown, 1 pair pumpkin, 1 pair navy.
Shipping weight 5 ounces.
29 W 1867F. . . . Package \$1.65

Our lowest priced separates feature fall's fashion trend to Skirts and Blouses



7 Dandy Blouse. So popular this year with the return to the very feminine in blouses. Broadcloth of 65% Dacron® polyester, 35% cotton, it machine washes beautifully at medium temperatures with little or no ironing. Buttons in back, has elasticized long sleeves. Touched with lace. White.
Please state size 2, 3, 4, 5, 6, 6x.
29 W 4346F—Shipping weight 4 oz. . \$1.99

8 Package of 3 short sleeve Blouses. 3 different cotton broadcloth blouses similar to those shown. Machine washable, medium temp. White. State one size to a package 2, 3, 4, 5, 6, 6x.
29 W 4305F—Shpg. wt. 10 oz. . Pkg. \$2.99

9 Middy Blouse, a perennial favorite. Sanforized® cotton broadcloth, ¾ sleeves, removable dickey. Machine washable, medium; maximum fabric shrinkage 1%.
Please state size 2, 3, 4, 5, 6, 6x.
29 W 4338F—White with navy
29 W 4427F—White with red
Shipping weight 4 ounces. . . . Each \$1.99

10 Side-pleated Skirt. Flannel of Orlon® acrylic and rayon that's machine washable, medium. All-around pleats with wide elastic waistband.
Please state size 2, 3, 4, 5, 6, 6x.
29 W 4343F—Navy 29 W 4329F—Red plaid
29 W 4428F—Red
Shipping weight 4 ounces. . . . Each \$1.99

11 ★PERMA-PREST® Blouslip needs no ironing when machine washed, medium; tumble dried. Broadcloth of Fortrel® polyester and Avril rayon®. ¾ sleeves, button back. White. State size 2, 3, 4, 5, 6, 6x.
29 W 4456F—Shipping weight 6 oz. . \$2.99

*Reg. T.M. DuPont
**Reg. T.M. Fiber Industries, Inc.

Party-pretty

Wide-wale corduroy
Jumper, sheer Blouse,
fancy Tights



2

1

3

It tumble dries
ready to wear
... and this

***PERMA-
PREST®**

3-piece Set
is only

\$5.99



Checks are so versatile in this pert set with blue and white checked skirt and top plus solid blue blouse. Poplin smoothly blended of polyester and cotton, it needs no ironing when machine washed, medium, tumble dried. The top buttons in back. The blouse buttons in front, has 3/4-length sleeves. The skirt is fashioned with all-around pleats and an elastic waistband to keep the blouse in.

State size 3, 4, 5, 6, 6x.
Shipping weight 8 ounces.
29 W 4304F.....Set \$5.99

1 The Jumper is a pert and perky A-line, its bias-cut bodice aiding the design. Cotton corduroy with a back zipper. Machine washable, medium. Please state correct size 2, 3, 4, 5, 6, 6x.

29W4406F—Honey beige 29W4404F—Robin blue 29W4405F—Balloon pink
Shipping weight 6 ounces.....Each \$3.99

2 The party Blouse is sweetness and lace. Dacron® polyester and cotton sheer that washes beautifully in the machine at medium temperature. Elasticized long sleeves. Button back opening. White. Please state correct size 2, 3, 4, 5, 6, 6x.

29 W 4403F—Shipping weight 4 ounces.....\$2.99

3 The crochet-look stretch Tights are stretch nylon with rib knit panty top. One-piece reinforced crotch, front and back panel. Heels and toes flat knit. Comfortable elastic waist. Seamless. Machine washable, medium. Sizes S (2-3); M (4-5); L (6-6x). Please state correct size S, M or L.

29 W 2875F—White 29 W 2866F—Light blue 29 W 2868F—Pink
Shipping weight each 3 ounces.....2 for \$5.10; Each \$2.59

*Reg. DuPont T.M.

Great alone or in mix-match sets.. our dyed-to-match Sweaters

(4 and 5) Color-matched pullovers and cardigans—in-terlock knit classic sweaters of soft Orlon® acrylic that machine wash so beautifully, medium temperature. And check these expensive construction details: easy-fit raglan shoulders, double ribbed hand-looped crew necks; and cardigan has matching grosgrain-backed button borders. Rib knit cuffs and bottom.

4 Short-sleeved Pullover. Sizes S(2-3); M(4-5) and L(6-6x). Please state size S, M or L.

29 W 3571F—Navy 29 W 3567F—Red
29 W 3566F—White 29 W 3572F—Bright gold
29 W 3568F—Camel tan
Shipping weight 4 ounces.....Each \$2.29

5 Long-sleeved Cardigan. Sizes S(2-3); M(4-5) and L(6-6x). Please state size S, M or L.

29 W 3637F—Bright gold 29 W 3638F—Camel tan
29 W 3635F—Navy 29 W 3634F—Red
29 W 3633F—White
Shipping weight 5 ounces.....Each \$3.29

MEASURE TO BE SURE

Order only sizes listed with each item

Size (not age)	2	3	4
Height (inches)	32½-35	35½-38	38½-41
Size (not age)	5	6	6x
Height (inches)	41½-44	44½-47	47½-49



FCBM AEDG Sears 29

★ Wear Sears **PERMA-PREST®** for great no-iron, wrinkle-resistant performance...that's what **NEATNIKS** wear (see pages 2 thru 17)

No-iron
★ **PERMA·PREST®**
pinwale corduroy Jumpers
.. knit stretch Tops
and Tights

(1 and 2) The jumpers are smoothly blended of cotton and DuPont 420 nylon—the nylon that's so famous for its resistance to wear. Shaped in the popular A-line, the jumpers need no ironing when machine washed, medium, tumble dried—they're ready to wear, fresh and wrinkle-free.

1 Button-front Jumper. Please state correct size 3, 4, 5, 6, 6x.

29 W 4464F—Red
29 W 4463F—Navy
Shipping weight 6 oz.... Each \$3.99

2 Pullover Jumper. V-back. Please state size 3, 4, 5, 6, 6x.

29 W 4453F—Green
29 W 4452F—Gold
Shipping weight 6 oz.... Each \$3.99

3 Knit Stretch Tops. Run-resistant stretch nylon. Turtleneck. Tape reinforced shoulder seams. Machine washable, medium.

Sizes S(2-3); M(4-5); L(6-6x). Please state correct size S, M or L.

29 W 2871F—Red
29 W 2873F—White
29 W 2884F—Bright gold
29 W 2872F—Royal blue
Shipping weight 3 oz.... Each \$1.99

4 Ribbed knit Stretch Tights. Same as (5) below.

Sizes S(2-3); M(4-5); L(6-6x). Please state correct size S, M or L.

29 W 2860F—Bright red
29 W 2864F—White
29 W 2854F—Bright gold
29 W 2865F—Royal blue
Shipping weight each 3 ounces.
3 for \$5.88..... Each \$1.99

Jumpers (1) and (2)

**COTTON and
420 NYLON**

Ribbed knit Tights

5 Same as (4) above. Our warmest winterweight tights are stretch nylon. One-piece panel extends from center front to center back for greater comfort, durability. Seamless. Elastic waistband. Machine washable, medium.

Sizes S(2-3); M(4-5); L(6-6x). Please state correct size S, M or L.

29 W 2860F—Bright red
29 W 2864F—White
29 W 2865F—Royal blue
29 W 2854F—Bright gold
Shipping weight each 3 ounces.

3 for \$5.88..... Each \$1.99

Cable knit Tights

6 Run-resistant stretch nylon with reinforced crotch and back panel. Wide, heat-resistant elastic waistband. Knit-in toes and heels for added comfort. Seamless. Machine wash, medium.

Sizes S(2-3); M(4-5); L(6-6x). Please state correct size S, M or L.

29 W 2855F—Pink
29 W 2857F—Royal blue
29 W 2858F—White
29 W 2859F—Red
Shipping weight each 3 oz.

3 for \$5.88..... Each \$1.99

Knit Tights

7 Knit of runproof stretch nylon with reinforced crotch for longer wear. Comfortable, extra wide, soft elastic waistband. Seamless. Machine washable, medium temperature.

Sizes S(2-3); M(4-5); L(6-6x). Please state size S, M or L.

29 W 2878F—White
29 W 2877F—Royal blue
29 W 2876F—Red
29 W 2880F—Green
Shipping weight each 3 oz.

3 for \$4.71... Each \$1.59

Budget knit Tights

8 Even at this low price, they're knit of run-resistant stretch nylon that has plenty of bounce. Made with a reinforced crotch and panel seat. Soft elastic waistband. Seamless. Machine wash, medium.

Sizes S(2-3); M(4-5); L(6-6x). State size S, M, L.

29 W 2825F—Royal blue
29 W 2823F—White
29 W 2824F—Black
29 W 2821F—Red
Shipping weight each 3 oz.

3 for \$2.94..... Each 99c

Stretch Leotard

9 Stretch nylon with extra elasticity in the crew neck and legs for a comfortable fit. Non-binding short sleeves, leg openings. Machine washable, medium temperature. Black.

Sizes M(4-5); L(6-6x). Please state size M or L.

Shipping weight 3 oz.
29 W 2805F..... \$1.99

30 **Sears** PCBK
AEDLG

Knit stretch Tights

BEST BECAUSE: they have the extra warmth, longer wear of double knit seat and knees—a feature you'll find only at Sears

BEST BECAUSE: they have the superb fit and extra elasticity of a full-fashioned knit with a pin-point stitch

BEST BECAUSE: they're runproof and they resist pilling

1 Tights. Knit of the finest quality nylon. Soft, wide elastic waistband. Machine washable, medium.

Sizes S(2-3); M(4-5); L(6-6x). Please state size S, M or L.

29 W 2834F—Tally Ho red
29 W 2829F—Light blue
29 W 2836F—Black
29 W 2837F—Frost beige
29 W 2846F—Nugget gold
29 W 2835F—Royal blue
29 W 2844F—Pink
29 W 2839F—White
29 W 2842F—Admiralty navy
29 W 2838F—Acorn brown

Shipping weight 2 ounces. . Each \$2.29

Dyed-to-match stretch Tops

2 Turtleneck shirt of 100% run-resistant nylon. Rib knit cuffs on long sleeves. Machine washable, medium.

Sizes S(2-3); M(4-5); and L(6-6x). Please state size S, M or L.

29 W 28011F—Tally Ho red
29 W 28261F—Light blue
29 W 28021F—Black
29 W 2828F—Frost beige
29 W 2815F—Nugget gold
29 W 2816F—Royal blue
29 W 28271F—Pink
29 W 28041F—White
29 W 28031F—Admiralty navy
29 W 2800F—Acorn brown

Shipping weight 3 ounces. . Each \$2.99



Patterned stretch Tights

3 Fishnet Tights. Stretch nylon with reinforced crotch and front-to-back panel for long wear and a good, neat fit. Comfortable elastic waist. Seamless. Machine washable, medium.

Sizes S(2-3); M(4-5); L(6-6x). Please state correct size S, M or L.

29 W 2885F—White
29 W 2893F—Hot pink
29 W 2891F—Navy
29 W 2892F—Bright gold
29 W 2894F—Pimento red

Shipping weight 2 ounces. . Each \$1.49

4 Crochet-look Tights. Stretch nylon with flat knit heels and toes. Rib knit panty with one-piece reinforced crotch, center front and back panel. Comfortable, wide elastic waistband. Seamless. Machine wash, medium.

Sizes S (2-3); M (4-5); L (6-6x). State size S, M or L.

29 W 2868F—Pink
29 W 2875F—White
29 W 2867F—Acorn brown
29 W 2881F—Frost beige
29 W 2866F—Pastel blue

Wt. ea. 3 oz. . . 2 for \$5.10; Ea. \$2.59



MEASURE TO BE SURE

REMEMBER, your child grows. Measure height in stocking feet then order only sizes listed with each item.

Size.....	S	M	L
Height (in.)...	32½-38	38½-44	44½-49
Weight (lbs.)...	28-36	37-46	47-56

New shapes of fashion
in machine washable
bonded Acrilan* acrylic
... teamed with
specially chosen
accessories

Frilly Blouse

1 So very feminine—this wee fluff of a blouse done in fine broadcloth blended of Dacron** polyester and cotton. To delight young lassies, it's trimmed with crochet-edged ruffles, a bow at the neck. Blouse buttons in back, has $\frac{3}{4}$ sleeves. Machine wash, medium. White.

Please state size 3, 4, 5, 6, 6x.
29 W 4370F—Shpg. wt. 4 oz....\$2.99

Tartan Separates

(2 thru 4) Three of fall's most popular fashion looks, particularly suited to little girls. They keep their shape beautifully because they're woven of Acrilan acrylic and bonded to acetate tricot. They're machine washable, medium. Guaranteed to give normal wear for one year or return for free replacement or refund.

2 Double-breasted Weskit partially lined with cotton broadcloth.
State size 3, 4, 5, 6 or 6x.

29 W 4396F—Royal blue plaid
29 W 4397F—Red plaid
Shipping weight 4 oz....Each \$3.99

3 Dirndl Skirt with flap pocket, elasticized backwaist.
State size 3, 4, 5, 6 or 6x.

29 W 4398F—Royal blue plaid
29 W 4399F—Red plaid
Shipping weight 6 oz....Each \$3.99

4 Matchbox-style Jumper with adjustable straps.
State size 3, 4, 5, 6 or 6x.

29 W 4431F—Royal blue plaid
29 W 4430F—Red plaid
Shipping weight 9 oz....Each \$4.99

Classic Cardigan

5 Double knit in Orlon** acrylic with double rib crew neck and easy-fitting raglan sleeves. Ribbon-backed button border. Machine wash, medium.

Sizes S(2-3); M(4-5); L(6-6x).
Please state size S, M or L.
29 W 3535F—Red
29 W 3537F—Gold
29 W 3534F—White
29 W 3536F—Royal blue
Shipping weight 6 oz....Each \$3.99

Stretch Tops and Tights

(6 and 7) Both are fine quality stretch nylon that's machine washable, medium.

Sizes S(2-3); M(4-5); L(6-6x).
State size S, M or L.

6 Knit Turtleneck Tops and rib-knit cuffs.

29 W 28041F—White
29 W 28011F—Tally Ho red
29 W 2815F—Nugget gold
29 W 2816F—Royal blue
Shipping weight 3 oz....Each \$2.99

7 Sears Best Stretch Knit Tights with double knit seat and knees. Run-proof. Full fashioned.

29 W 2839F—White
29 W 2834F—Tally Ho red
29 W 2846F—Nugget gold
29 W 2835F—Royal blue
Shipping weight 2 oz....Each \$2.29

*Reg. Monsanto T.M. **Reg. DuPont T.M.

BONNIE TARTANS



Such popular fashions . . . all in no-iron

★ **PERMA-PREST®** fabrics with soil release so stains wash out easier

1 Peasant look—one-piece dress that combines an all cotton print with solid-color broadcloth of Fortrel® polyester and cotton. Shirred skirt; button back. Short puffed sleeves. No ironing when machine washed, medium, tumble dried. Green.

Please state size 3, 4, 5, 6, 6x.

29 W 5576F—Shipping weight 7 ounces. . . . \$6.99

2 Two-piecer—jumper dress and blouse in Fortrel polyester and cotton broadcloth. Red button-back blouse has long sleeves. Plaid jumper—button back, inverted pleat. No ironing when machine washed, medium, tumble dried. State size 3, 4, 5, 6, 6x.

29 W 5584F—Shipping weight 8 ounces. . . . \$4.99

3 Embroidery pretty—this dress of Fortrel polyester and cotton broadcloth. Button back, short sleeves. No ironing when machine washed, medium, tumble dried. Brown. State size 3, 4, 5, 6, 6x.

29 W 5586F—Shipping weight 6 ounces. . . . \$4.99

4 Dress and matching bag—rayon and cotton broadcloth. Dress is smocked in front. Button shoulders; elbow-length sleeves. No ironing when machine washed, medium, tumble dried. Light brown print. Please state size 1, 2, 3, 4, 5, 6, 6x.

29 W 5585F—Shipping weight 8 ounces. . . Set \$4.99

*Reg. T.M. Fiber Industries, Inc.



Washable KNITS of Orlon** acrylic bonded to acetate to keep their pretty fashion shapes . . . and they can be hand washed and drip dried

5 All-around pleats that stay—they're knit right into the solid-color skirt. Fashionably low-waisted, this one-piece dress has a plaid top, gold-color chain at the belt. Short sleeves. Back zipper. Blue. State size 3, 4, 5, 6, 6x.

29 W 5582F—Shipping weight 10 oz. . . . \$6.99

6 Softly flared—this pretty dress with its bright accents of embroidery, fabric buttons. Short sleeves. Back zipper. Gold.

Please state correct size 3, 4, 5, 6, 6x.

29 W 5583F—Shipping weight 12 oz. . . . \$5.99

**Reg. T.M. DuPont.

7 Swingy checks—the skirt on this one-piece dress. Pretend belt circles the skirt. Two inverted front pleats. Make-believe dickey. Short sleeves. Back zipper. Green and gold.

Please state correct size 3, 4, 5, 6, 6x.

29 W 5579F—Shipping weight 6 oz. . . . \$7.99

8 Two-piece look—this one-piece dress sparked with four buttons. A-line skirt. Nice detail: the inverted pleat striped to match the collar and sleeves. ¾ sleeves. Back zipper. Red.

Please state correct size 3, 4, 5, 6, 6x.

29 W 5581F—Shipping weight 8 oz. . . . \$5.99



Machine washable, color-rich woven acrylic



Dress of Acrilan† acrylic bonded to acetate to keep its shape. Guaranteed to give normal wear to your satisfaction for one year or return for free replacement or refund. A-line with ¾ sleeves, a back zipper. Machine wash, medium, hang to dry. Red plaid. State size 3, 4, 5, 6, 6x.

29 W 5580F—Shipping weight 9 ounces. . . . \$5.99

†Reg. T.M. Monsanto

PCBM AEDLG **Sears** 33

★ Wear Sears **PERMA-PREST®** for great no-iron, wrinkle-resistant performance . . . that's what **NEATNIKS** wear (see pages 2 thru 17)